

## AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning on page 32, line 16 with the following amended paragraph:

FIG. 13 is a block diagram illustrating one embodiment of the invention where a network server 1300 or similar network element is used to manage messages. In the illustrated embodiment, a mobile device such as a mobile phone 1302 is equipped with an RF reader 1304 that can receive information from one or more tags 1306, 1308, 1310. The mobile phone 1302 receives the application ID (and content if applicable), and activates the appropriate service application on the mobile phone 1302. For example, an SMS, MMS, cellular telephony, or other network service application may be invoked on the mobile phone 1302. The network service application in turn may send an over-the-air (OTA) message or otherwise establish an OTA connection with a network 1312. In accordance with one embodiment of the invention, the messages are sent to the server 1300 in order to manage the action requirements. For example, the server may be configured to monitor for receipt of a message, call, etc. from the mobile phone 1302. If an expected message/call is not received within a predetermined time, by a predetermined time, or in response to another predetermined event, the server 1300 can automatically send a message or initiate some type of connection to notify [[a ]]someone of this fact. For example, if no message from the mobile phone 1302 user is received at a certain time, the server 1300 can send a message to a health care provider or other such service provider, a family member, a neighbor, or the like to prompt someone to check on the person. In such a case, the message may be sent to a SMS Center (SMSC) 1314, MMS Center (MMSC) 1316, or other destination network element including servers, mobile devices, desktop computers, or other communication device coupled to the network 1312.